21ST NY SALSA FEST
8/31

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PHILIP MORRIS USA

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Joann Intogna **DATE:** August 20, 1996

FROM: Donna Hingst

SUBJECT: Event Fact Sheet for 21st New York Salsa Festival - New York, New York

Marlboro & Community Event Marketing will be sponsoring the 21st New York Salsa Festival on August 31, 1996. Specific information is as follows:

EVENT: THE 21ST NEW YORK SALSA FESTIVAL

DATES: August 31, 1996

TIME: 8:00 p.m.

STAGE LOCATION: Madison Square Garden

ARTIST LINE-UP:

CELIA CRUZ MARC ANTHONY
TITO ROJAS GRUPO NICHE
JOSE ALBERTO & CANO ESTREMERA
VICTOR MANUELLE

PROMOTER CONTACT:
Henry Cardenas
Henry Cardenas and Associates, Inc.
1254 North Wells Street
Chicago, Illinois 60610
(312) 944-7277
FAX 944-7710

PHILIP MORRIS ACTIVITIES:

In consideration for Philip Morris' sponsorship and providing the talent, promoters grant Philip Morris the following sponsorship rights:

- the exclusive right to distribute branded incentive items among adult smokers twenty-one years of age or older from promotional booths located in the outside lobby, the locations of which have been mutually agreed upon by the parties;
- the right to a promotional booth, to be staffed by Phoenix marketing, from which they will conduct promotional activities. The precise location of the booth will be mutually agreed upon by the parties;
- the right to place six Marlboro Music light boxes in the lobby;

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- the right to hang banners and signage on and around the promotional booths and at other locations at the site of the concert to be mutually agreed upon by the parties;
- the right to complimentary VIP concert tickets in locations designated by Philip Morris and subject to the approval of the promoter, which will be delivered to Philip Morris upon execution of the agreement;
- the right to the exclusive use of a hospitality area with furnishings to be supplied by the promoters and food and beverages to be supplied by Philip Morris.

FIELD SALES CONTACT:

Alan Berlin
Philip Morris USA
100 Walnut Avenue
Suite # 401
Clark, NJ 07066
(908) 396-3660
FAX 396-3666

SHIPMENT OF MATERIALS:

The following materials have been shipped to:

Phoenix Marketing
4132 Sunrise Highway
Oakdale, NY 11769
(516) 244-2930

ITEM

Lighters
Banners: 3 x 5 and 4 x 10

All residual materials must be shipped to the next event location.

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MANPOWER:

Phoenix Marketing will handle all on-site Marlboro activities. Should there be any interest from Sales Representatives willing to volunteer their service, they are welcome to assist Phoenix Marketing in implementing the established consumer program. Please contact Steve Bellissimo at Phoenix Marketing at (516) 244-2930.

Should you have any questions or concerns, please feel free to contact me at (212) 878-2461.

cc: S. Anderson
A. Berlin
I. Broeman
T. Carraro
J. Fontanez
K. McGrath
S. Norris
V. Murphy
S. Portnoy
S. Sampson
N. Suter
D. Tatum
T. Young

S. Bellissimo - Phoenix Marketing

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